

ORDER



KSNV

Orders	Order / Rev:	108171	
	Alt Order #:	06839014	
	Product Desc:	Issue	
	Estimate:	1565	
	Flight Dates:	08/07/12 - 08/14/12	
	Original Date / Rev:	08/06/12 / 08/13/12	
	Order Type:	GENERAL	
	Primary AE:	Amy McCreary	
	Sales Office:	BLPHI	
	Sales Region:	National	
Agency	Name:	Waterfront Strategies	
	Buying Contact:		
	Billing Contact:		
		1010 Wisconsin Ave. NW	
		Washington, DC 20007	
	Billing Type:	Cash	
	Billing Calendar:	Broadcast	
	Billing Cycle:	EOM/EOC	
	Agency Commission:	15%	
Advertiser	Name:	Patriot Majority <i>Revised</i>	
	Demographic:	A35+	
	Product Codes:	PLI1	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, ISSUE, GEN	
	New Business Thru:		
	Order Separation:	00:08:00	
	Advertiser External ID:		
	Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	56	\$63,875.00	\$54,293.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$63,875.00	\$54,293.75	0.00
Total	56	\$63,875.00	\$54,293.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	Seattle	North America	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	32%	\$63,875.00
Market	100%	\$199,609.38

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,882.81
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$35,929.69
KTUD	1%	\$1,996.09
KVVU	15%	\$29,941.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,984.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner	6M	430a-5a	MTWT--S	:30	3	\$150.00	0.00	NM		3	\$450.00
Wake Up Early Wagners															
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week:	08/07/12	08/13/12	M-WT--S		3	\$150.00	0.00						

Order / Rev: 105171
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Advertiser: Patriot Majority
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner@M		430a-5a	MTWT--S	:30	3	\$150.00	1	0.00	NM	3	\$450.00
Wake Up Early w/ Wagner@M Wake Up Early Wagners WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WT--S 3 \$150.00 0.00															
E 2	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner@M		430a-5a	MTWT--S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
Wake Up Early Wagners WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WT--S 1 \$200.00 0.00															
E 3	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagner@M		5-6a	MTWTF--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WTF-- 1 \$400.00 0.00															
E 4	KSNV	08/14/12	08/14/12	M-F 5-6a WakeUp w/Wagner@M		5-6a	-T-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12 08/19/12 -T----- 1 \$400.00 0.00															
E 5	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagner@M		5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WTF-- 4 \$400.00 0.00															
E 6	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATURDAY		6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE 8/4,8/11 only															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/06/12 08/12/12 -----S- 1 \$350.00 0.00															
E 7	KSNV	08/07/12	08/13/12	Olympics Late News 3 CM		11pm-12:35am	M-WTFSS	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
Late News during Olympics 2012 SUMMER OLYMPICS: LATE NEWS 7/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WTFSS 4 \$1,000.00 0.00															
E 8	KSNV	08/11/12	08/11/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
Sa-Su Early News KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/06/12 08/12/12 -----S- 1 \$650.00 0.00															
E 9	KSNV	08/14/12	08/14/12	M-F Today Show II 3rd HOM		9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
M-F Today Show II TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12 08/19/12 -T----- 1 \$500.00 0.00															
E 10	KSNV	08/07/12	08/13/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Wheel of Fortune WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WTF-- 1 \$1,000.00 0.00															
E 11	KSNV	08/14/12	08/14/12	M-F Wheel	CM	7-730pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Wheel of Fortune WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12 08/19/12 -T----- 1 \$1,000.00 0.00															
E 12	KSNV	08/14/12	08/14/12	Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
Rachael Ray RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12 08/19/12 -T----- 1 \$325.00 0.00															
E 13	KSNV	08/14/12	08/14/12		CM	12-1230pm	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00

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Noon News															
Noon News															
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 14	KSNV	08/14/12	08/14/12	The Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$425.001	0.00	NM		1	\$425.00
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 15	KSNV	08/14/12	08/14/12	M-F Today Show III	4th IBM	10am-11am	-T-----	:30	1	\$325.001	0.00	NM		1	\$325.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 16	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wa@M	6-7a		MTWTF--	:30	4	\$700.001	0.00	NM		4	\$2,800.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/07/12	08/13/12	M-WTF--											
E 17	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wa@M	6-7a		MTWTF--	:30	1	\$700.001	0.00	NM		1	\$700.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/07/12	08/13/12	M-WTF--											
E 18	KSNV	08/07/12	08/13/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/07/12	08/13/12	M-WTF--											
E 19	KSNV	08/14/12	08/14/12	M-F Jeopardy	CM	630-7pm	-T-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 20	KSNV	08/07/12	08/13/12	M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/07/12	08/13/12	M-WTF--											
E 21	KSNV	08/14/12	08/14/12	M-F Early News	CM	5-630p	-T-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 22	KSNV	08/07/12	08/13/12	M-F Early News	CM	5-630p	MTWTF--	:30	6	\$1,000.001	0.00	NM		6	\$6,000.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/07/12	08/13/12	M-WTF--											
E 23	KSNV	08/12/12	08/12/12	Chris Matthews 9:30AM	SM	9:30a-10a	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00
Chris Matthews SUN 9:30am															
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/06/12	08/12/12	-----S											
E 24	KSNV	08/14/12	08/14/12	Dr. Phil	CM	3-4p	-T-----	:30	1	\$450.001	0.00	NM		1	\$450.00
Dr. Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 25	KSNV	08/07/12	08/13/12		CM	4-5pm	MTWTF--	:30	1	\$600.001	0.00	NM		1	\$600.00

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Week: 08/07/12	08/13/12	M-WTF--	1	\$600.00	0.00																																										
E 26	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-T-----	:30	1	\$600.001	0.00	NM		1	\$600.00																																
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Week: 08/13/12	08/19/12	-T-----	1	\$600.00	0.00																																										
E 27	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$700.001	0.00	NM		1	\$700.00																																
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Week: 08/07/12	08/13/12	M-WTF--	1	\$700.00	0.00																																										
E 28	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$700.001	0.00	NM		1	\$700.00																																
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Week: 08/07/12	08/13/12	M-WTF--	1	\$700.00	0.00																																										
E 29	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	-T-----	:30	1	\$700.001	0.00	NM		1	\$700.00																																
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Week: 08/13/12	08/19/12	-T-----	1	\$700.00	0.00																																										
E 30	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$700.001	0.00	NM		1	\$700.00																																
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Week: 08/07/12	08/13/12	M-WTF--	1	\$700.00	0.00																																										
E 31	KSNV	08/07/12	08/13/12	Olympics Primetime	CM	7pm-12am	MTWTFSS	:30	4	\$6,000.003	0.00	NM		4	\$24,000.00																																
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2012 SUMMER OLYMPICS: PRIME COVERAGE																																															
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																																										
Week: 08/07/12	08/13/12	M-WTFSS	4	\$6,000.00	0.00																																										
E 32	KSNV	08/07/12	08/13/12	Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.001	0.00	NM		2	\$2,800.00																																
Today Show																																															
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E 33	KSNV	08/07/12	08/13/12	Today Show	CM	658a-9am	MTWTF--	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00																																
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E 34	KSNV	08/14/12	08/14/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00																																
Tuesday Prime 8-10pm																																															
AMERICA'S GOT TALENT (O) 8/14-9/4																																															
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Week: 08/13/12	08/19/12	-T-----	1	\$4,000.00	0.00																																										
N 35	KSNV	08/13/12	08/13/12	Early Today	CM	4-430am	M-----	:30	1	\$175.001	0.00	NM		1	\$175.00																																
Early Today																																															
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																																										
Week: 08/13/12	08/19/12	M-----	1	\$175.00	0.00																																										

Totals 56 \$63,875.00